

COMS 873/4 Intercultural Communications
 Communicating with the Imagined "Other"
 Thursdays 2:00 – 5:00 p.m.

Dr. Lorna Roth 848-2545
 Office Hours - BR-421: Thursdays 5 - 7:00 or by appointment.
 Roth@microtec.net

Description of Course:

This course is concerned with the (inter)cultural politics and processes of communications with those we imagine and/or know/construct to be different culturally, ethnically, and racially from ourselves. During the semester, we shall critically examine key trajectories in the field: empirical social science (sociological and anthropological perspectives - usually based on the individual as the unit of study); and cultural studies approaches to race, ethnicity, and representation (based on a variety of units of study). The following topics will be covered: intercultural communications as a field - its history, its strengths and weaknesses, cross-cultural methodologies, cross-cultural vs. anti-racist training, audience effects, cross-cultural dialogue, diversity and difference, Naming the Other, Unthinking Eurocentrism, Critical Race Theory, Orientalism and its deconstruction, immigration issues, notions of citizenship and belonging, identity politics, multiculturalism and ethnic broadcasting, minority access to the arts, ethnic/racial depiction guidelines, indigenous media development in Canada and Australia, museum practices and ethnography, issues of cultural appropriation with illustrative case studies.

Course Texts: There is no textbook for this course, which consists of multiple relevant readings. Articles for the course are to be photocopied and are located at the Photocopy Centre of the Central Building on the Loyola campus.

Assignments and Class Presentations:

1. Class Participation:

Students are expected to participate actively in class discussions, based on course readings and other relevant materials. Begin to collect clippings for an X-cultural file. 20% of Final Mark.

2. Minor Assignments – 30 % of your final mark:

Option A: Each student will be asked to write and orally present a minimum of two 3-page critical analyses of either a class reading or a supplementary reading of your own choice based on the theme of the class that day. A copy of the reading you choose must be given to me and another is to put in the Learning Centre box at least one week ahead of time, so that classmates can read it and be prepared for discussion. Copies of the critique should be made available to each participant in the class during or after the presentation. Presentations in class are not to be read. You are expected

to critically discuss the issues and lead the class debate on the themes of your selected reading.

Option B: In pairs, critically argue opposing perspectives on an important intercultural communications issue emergent from one of the weekly readings. Present a critical summary of your analysis and arguments in a short 3-page essay.

Option C: Bring in a media example that can be used as evidence for, against, or in some way can speak to the theme of the week's readings. Be prepared orally to argue how the "found actuality" example fits with the current reading for that week and have a 3-page written analysis and critique of the media sample ready to distribute to your classmates.

Presentations will be scheduled on a weekly basis. Please indicate to me the week before your presentation what kind of media equipment you will need.

3. Major Assignment for which a 2 page proposal will be expected – worth 10%. **Due date for Proposal: February 10 (early date); February 17(late date).**

Option A: Write a 20 – 25 page research essay with a case study component pertaining to an intercultural communications issue or problem emergent from the corpus we are studying. Final papers due: April 3 (early date) or April 10 (late date). Essay worth 40% of final mark.

Option B: Do a (multi)media project in which you focus on a problem, issue, theme related to the intercultural communications corpus. It must be accompanied by an 8-10-page written essay which has both a conceptual and applied dimension (a theoretical framework and an empirical component). Media project worth 20% and written component worth 20% of final mark. Essay component due: April 6 (early date) or April 13 (late date).

Summary of Evaluation Criteria:

Assignment # 1:	30%.
Assignment # 2a:	10%
Assignment # 2b:	40%.
Class Participation:	20%

All written assignments must be handed in on time and printed in a double-spaced format (with a reasonable font size), paginated, and with your name, a title and a bibliography. To receive the best grade, the writing must be error-free and well structured. Please use a dark ribbon on your computer printers. I have a hard time seeing a weak print-out. Thanks.

Also please note that I am allergic to quite a few perfumes and highly aromatic shampoos and would appreciate if you didn't use any on the days of class. Many thanks in advance.

Class Schedule/Readings

January 13. *Introductions. Overview of Course. History of the Field of Intercultural Communications.*

During the week, I'd like each of you to locate and peruse one book on intercultural communications in the library and prepare a short critical analysis of the content to be presented in class next week. What material does it cover? What is the approach of the author? What do you see as the main problems with the material? How relevant is it? What are the underlying epistemological assumptions of the author about the field? What is her/his method used to facilitate cross-cultural communications? Does it deal with anti-racist methods of intervention?

January 20. *The Empirical Corpus of Intercultural Communications. Who and What are We Talking About?*

Young Yun Kim. "On Theorizing Intercultural Communication," in Young Yun Kim and William B. Gudykunst (eds.). *Theories in Intercultural Communication*. Newbury Park: Sage Publications, pp. 11-21.

Tommy Dahlén. Among the Interculturalists: An Emergent Profession and its Packaging of Knowledge. *Stockholm Studies in Social Anthropology*, 1997, pp. 1 – 31.

Walter P. Zenner. "Middleman Minority Theories," in *Minorities in the Middle: A Cross-Cultural Analysis*. Albany: State University of New York Press, 1991, pp. 1 – 26.

Class presentations of material found in library.

January 27. *Unthinking Eurocentrism.*

Ella Shohat and Robert Stam. "Formations of Colonialist Discourse," (Chapter 3) in *Unthinking Eurocentrism: Multiculturalism and the Media*. New York: Routledge, 1994, pp. 55-99.

Edward Said. "Introduction," to *Orientalism*. New York: Vintage Press, pp. 1 – 28.

Rana Kabbani. "Introduction," to *Europe's Myths of Orient*. Bloomington: Indiana University Press, 1986, pp. 1 – 13.

Marcia Langton. "Well, I heard it on the Radio and I saw it on the Television....An essay for the Australian Film Commission on the politics and aesthetics of filmmaking by and about

Aboriginal people and things.” North Sydney: Australian Film Commission, 1993, Selected short excerpts.

February 3. *Rethinking Eurocentrism*.

Chandra Talpade Mohanty. “Cartographies of Struggle: Third World Women and the Politics of Feminism,” in Chandra Talpade Mohanty, Ann Russo and Lourdes Torres (eds.). *Third World Women and the Politics of Feminism*. Bloomington: Indiana University Press, 1991, pp. 1 – 45.

Stuart Hall. “Race, Culture, and Communications: Looking Backward and Forward in Cultural Studies,” in *Rethinking Marxism*. Vol. 5, No. 1 (Spring 1992): 10 – 18.

Clarence E. Walker. “How Many Niggers Did Karl Marx Know? Or, A Peculiarity of the Americans,” Chapter 1 in *Deromanticizing Black History: Critical Essays and Reappraisals*. Knoxville: The University of Tennessee Press, pp. 1 – 33.

Charles R. Lawrence III, Mari J. Matsuda, Richard Delgado, and Kimberlè Williams Crenshaw. “Introduction,” *Words That Wound: Critical Race Theory, Assaultive Speech, and the First Amendment*. Boulder: Westview Press, 1993, pp. 1 – 15.

Audre Lorde. “The Master’s Tools Will Never Dismantle the Master’s House.”

February 10. *Critical and Ethical Reflections on Cross-Cultural Research Methods*

James D. Halloran. “Aspects of Western social science research models and their (appropriateness?) to mass communication research in the Third World,” in Luke Uka Uche (ed.). *North-South Information Culture: Trends in Global Communications and Research Paradigms*. Lagos: Longman, 1996, pp. 230 – 246.

Robert Chambers. “Rural Poverty Unperceived,” in *Rural Development: Putting the Last First*. New York: Longman Scientific & Technical Publishers, 1983, pp. 1 – 27.

Julie Cruikshank. “The Social Life of Texts: Editing on the page and in performance,” in Laura J. Murray and Keren Rice (eds.). *Talking on the Page: Editing Aboriginal Oral Texts*. Toronto: University Press, 1999, pp. 97 – 119.

Eric Michaels. “A Primer of Restrictions on Picture-Taking in Traditional Areas of Aboriginal Australia [1986],” in *Bad Aboriginal Art: Tradition, Media, and Technological Horizons*. Minneapolis: University of Minnesota Press, 1994, pp. 1 – 19.

Henrietta Fourmile. "Who Owns the Past? Aborigines as Captives of the Archives," in V. Chapman and P. Read (eds.). *Terrible Hard Biscuits: A Reader in Aboriginal History*. Sydney: Allen & Unwin, 1996, pp. 16 – 27.

Case Study: Aniko Bodroghkozy. "‘Is This What You Mean by Color TV?’: Race, Gender, and Contested Meanings in NBC’s Julia," in Lynn Spigel and Denise Mann (eds.). *Private Screenings: Television and the Female Consumer*. Minneapolis: University of Minnesota Press, 1992, pp. 143 – 168.

February 17. *Locating the Cultural Politics of Identity, Difference, and Diversity*

Cornel West. "The New Cultural Politics of Difference," in Simon During (ed.). *The Cultural Studies Reader*. London: Routledge, 1993, pp. 203 – 217.

Stuart Hall. "The Question of Cultural Identity," in *The Polity Reader in Cultural Theory*. Cambridge: Polity Press, 1994, pp. 119 – 125.

Stuart Hall. "New Ethnicities," in James Donald and Ali Rattansi (eds.). *"Race," Culture, and Difference*. London: Sage Publications, 1992, pp. 252 – 259.

Stuart Hall. "Subjects in History: Making Diasporic Identities," in Wahneema Lubiano (ed.). *The House that Race Built: Black Americans, U.S. Terrain*. New York: Pantheon Books, 1997, pp. 289 – 299.

bell hooks, "Choosing the Margin as a Space of Radical Openness," in *Yearning: Race, Gender and Cultural Politics*. Toronto: Between the Lines, 1990, pp. 145 – 153.

Homi K. Bhabha. "Cultural Diversity and Cultural Differences," in Bill Ashcroft, Gareth Griffiths and Helen Tiffin (eds.). *The Post-Colonial Studies Reader*. London: Routledge, 1995, pp. 206 – 209.

Jonathan Rutherford. "Interview with Homi K. Bhabha," in Jonathan Rutherford (ed.). *Identity: Community, Culture, Difference*. London: Lawrence & Wishart, 1990, pp. 207 – 221.

Edward W. Soja. "Exploring the Spaces that Difference Makes: Notes on the Margin," in *Thirdspace: Journeys to Los Angeles and Other Real-and-Imagined Places*. Cornwall: Blackwell Publishers, 1996, pp. 83 – 105.

Case Study: Henry A. Giroux. "Consuming Social Change: The United Colors of Benneton," in *Disturbing Pleasures: Learning Popular Culture*. New York: Routledge, 1994, pp. 3 – 24.

February 24. *Study Break.*

March 2. *Framing International Peoplescapes and Multiculturalism*

Frederick J. Desroches and Augie Fleras. "Immigration and Ethnicity in Canada," in Brian K. Cryderman and Chris N. O'Toole (eds.). *Police, Race, and Ethnicity: A Guide for Law Enforcement Officers*. Toronto: Butterworths, 1986, pp. 25 – 38.

Anthony Synnott and David Howes. "Canada's Visible Minorities: Identity and Representation," in Vered Amit-Talai & Caroline Knowles (eds.). *Re-Situating Identities: The Politics of Race, Ethnicity, and Culture*. Peterborough: Broadview Press, 1996, pp. 137 – 160.

Neil Bissoondath. "The Limits of Diversity," in *Selling Illusions: The Cult of Multiculturalism in Canada*. Toronto: Penguin Books, 1994, pp. 135 – 144.

Lorna Roth. "The Delicate Acts of 'Colour Balancing': Multiculturalism and Canadian Television Broadcasting Policies and Practices," in *Canadian Journal of Communications*. Vol. 23 (1998): 487 – 505.

Gayatri Spivak. "Questions of Multi-culturalism," in Sarah Harasym (ed.). *The Post-Colonial Critic: Interviews, Strategies, Dialogues*. New York: Routledge, 1990, pp. 59 – 66.

Thomas K. Nakayama and Judith N. Martin. "Whiteness as the Communication of Social Identity," in Thomas K. Nakayama and Judith N. Martin (eds.). *Whiteness: The Communication of Social Identity*. Thousand Oaks: Sage, 1999, pp. vii – xiv.

A. Lapierrière. "La recherche de l'intégrité dans un société pluriethnique: perceptions de la dynamique des relations interethniques et interraciales dans un quartier mixte de Montréal," in *Revue internationale d'action communautaire*, 21/61, printemps, 1989, pp. 109 – 116.

Film: Disparaitre (Lise Payette).

March 9. *Guest – Thierry Le Brun, Documentary Film-maker.* – "Je Me Souviens..." *Questions of National/Cultural Citizenship/identity and notions of collective memory.*

Michael Ignatieff. "Quebec," in *Blood and Belonging: Journeys to the New Nationalism*. Viking Press.

Diane Lamoureux. "La citoyenneté: de l'exclusion à l'inclusion," in Dominique Colas, Claude Éméri et Jacques Zylberberg (eds.). Paris: Presses Universitaires de France, 1991, pp. 53 – 67.

Gilles Martel. "Quand une majorité devient une minorité: les Métis francophones de l'Ouest canadien." In R Louder et Eric Waddell (sous la direction de), *Du continent perdu à l'archipel retrouvé: le Québec et l'Amérique française*. Québec: Les Presses de l'Université Laval, 1983, pp. 56 – 79.

March 16. *Reflections on (Cross) Cultural Media*.

CRTC. Public Notice 1999-117. *Ethnic Broadcasting Policy*. Ottawa. 16 July 1999.

Stuart Hall. "The Whites of their Eyes: Racist Ideologies and the Media," in Manuel Alvarado and John O. Thompson (eds.) *The Media Reader*. London: British Film Institute, 1990, pp. 7 – 23.

Els de Bens. "Television Programming: More Diversity, More Convergence?" in Kees Brants, Joke Hermes, and Liesbet van Zoonen. *The Media In Question: Popular Cultures and Public Interests*. London: Sage Publications, 1998, pp. 27 – 37.

Jan Servaes. "Mass Media and Fragmented Identities," in Jan Servaes & Rico Lie (eds.). *Media and Politics in Transition: Cultural Identity in the Age of Globalization*. Leuven: Acco, 1997, pp. 77 – 88.

David Morley. "Electronic Communities and Domestic Rituals: Cultural Consumption and the Production of European Cultural Identities," in Michael Skovmand and Kim Christian Schrøder (eds.). *Media Cultures: Reappraising Transnational Media*. London: Routledge, 1992, pp. 65 – 83.

Case Study: Ward Churchill. "Fantasies of the Master Race: Categories of Stereotyping of American Indians in Film," from *Fantasies of the Master Race: Literature, Cinema and the Colonization of American Indians*. Monroe: Common Courage Press, pp. 231 – 241.

Michael Meadows. "Ideas from the Bush: Indigenous Television in Australia and Canada," in *Canadian Journal of Communication*, Vol. 20 (1995): 197 – 212.

Case Study: Allen Douglas and Fedwa Malti-Douglas. "Introduction: The World of Arab Comic Strips; Regional Highways, Regional Signs," in *Arab Comic Strips*. Bloomington: Indiana University Press, 1994, pp. 1 – 8; 217 – 227.

March 21. *(Cross) Cultural Audiences*.

Video: Coco Fusco and Guillermo Gomez-Pena. Background case study reading: "New World Radio," in Daina Augaitis and Dan Lander (eds.). *Radio rethink: art, sound and transmission*. The Banff Centre for the Arts: Walter Phillips Gallery, 1994, pp. 223 – 242.

Felipe Korzenny and Elizabeth Schiff. "Media Effects Across Cultures: Challenges and Opportunities," in Felipe Korzenny and Stella Ting-Toomey (eds.). *Mass Media Effects Across Cultures*. London: Sage, 1992, pp. 1 – 8.

Arthur Asa Berger. Texts in Contexts: Analyzing Media and Popular Culture From a Cross-Cultural Perspective," in Felipe Korzenny and Stella Ting-Toomey (eds.). *Mass Media Effects Across Cultures*. London: Sage, 1992, pp. 11 – 22.

Akiba A. Cohen and Itzhak Roeh. "When Fiction and News Cross Over the Border: Notes on Differential Readings and Effects," in Felipe Korzenny and Stella Ting-Toomey (eds.). *Mass Media Effects Across Cultures*. London: Sage, 1992, pp. 23 – 34.

Ien Ang. "(Not) Coming to Terms With Dallas," in Cynthia Schneider & Brian Wallis (eds.). *Global Television*. New York: Wedge Press, 1988, (10 pages).

Tamar Liebes. "Cultural Differences in the Retelling of Television Fiction," *Critical Studies in Mass Communication*. Vol. 5. No. 4. December 1988, pp. 277 – 292.

March 30. *Guest Lecturer – Dr. Monica Gagnon. Anti-racism Training: Experiences and Challenges*. Other readings will be distributed a few weeks ahead of the class so that you will have time to read them.

Daiva Stasiulis. "'Authentic voice': Anti-racist politics in Canadian feminist publishing and literary production," in Sneja Gunew and Anna Yeatman (eds.). *Feminism and the Politics of Difference*. Halifax: Fernwood Publishing, 1993, pp. 35 – 60.

April 6. *Issues of Cultural Appropriation and Depiction Guidelines*.

Joanne Cardinal-Shubert. "In the Red," *Fuse*. Fall, 1989, pp. 20 – 28.

Loretta Todd. "Notes on Appropriation," *Parallelogramme*. Vol. 18. No. 1, pp. 24 – 32 (only 4 actual reading pages).

bell hooks. "artistic integrity: race and accountability," in *reel to real: race, sex, and class at the movies*. New York: Routledge, 1996, pp. 69 – 76.